

## Self-Foaming Cleansing Gel

5           A self foaming composition comprising: (I) a surfactant mixture comprising (a) at least one anionic surfactant; (b) at least one amphoteric surfactant; and (c) optionally at least one nonionic surfactant; and (II) at least one self foaming agent. The composition is in the form of a liquid crystalline structure and wherein the ratio of (a) to (b) to (c) is selected such that when the surfactant composition is mixed with the self foaming agent a gel consistency is obtained. The  
10       cleansing composition is useful in the bath and the shower, as a facial cleanser, and as a shampoo.

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**SECRET**